



U.S. Commercial Service, Toronto

Eric Crowley

Principal Commercial Officer

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Eric is a commercial diplomat with 18 years of experience promoting trade and investment across a wide range of industry sectors in the Greater China region. He has helped thousands of companies generate billions of dollars of business and has been recognized with numerous awards from the U.S. Departments of Commerce and State. Eric's specialties include the promotion of international trade, investment, tourism, and education; trade events; trade missions; international marketing; managing cross-cultural teams; and doing business in greater China. Eric has had tours of duty in Taiwan, Hong Kong, Macau and Boston.

Shakir Farsakh

Deputy Principal Commercial Officer

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Shakir joined the Foreign Service in May after an eight-year tenure as the Director of the Long Island Export Assistance Center, for the U.S. Commercial Service, providing international business development, matchmaking and export educational support to companies in Nassau and Suffolk Counties in New York. He has worked as an International Trade Specialist in Manhattan and Boston, and in Commerce Department HQ as the Associate Director for the Africa, Near East, and South Asia office. In addition, he managed strategic partnerships for one of the pioneer cloud computing companies in the Boston area, creating the template for strategic partner interaction. Shakir has served as the Senior Commercial Officer to Morocco in 2008, and the United Arab Emirates in 2004, on a temporary duty basis.

As a member of the site advance team for Secretaries of Commerce Brown and Daley, he had most notably helped set up the first ever cabinet level meeting with Secretary Ron Brown and PLA Chairman Yasser Arafat in Gaza. He is a graduate of The Paul Nitze School of Advanced International Studies and has studied Arabic in Egypt and Jordan. Shakir also speaks French and a little Russian.

Stefan Popescu

Commercial Specialist

Phone: (416) 595-5412, ext. 223

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Senior Advisor/Commercial Specialist covering the following focus sectors across Canada: FDI SelectUSA programs -planning , coordination, major investors development in Financial, Insurance and other key sector; Energy power generation, transmission, and distribution – coordination, FDI, advocacy; Automotive – coordination, FDI, advocacy. He also covers general industrial equipment and provides guidance for technical sectors.

Previously Stefan managed start-up companies and subsidiaries of Panasonic Corp. and Siemens, after starting his career in engineering for nuclear power plants. Stefan has engineering and economics degrees and business administration certification, and he speaks several languages.

Ruth Williamson

Commercial Specialist

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Responsible for the following sectors across Canada: Travel & Tourism; Building/Construction Products and Services.

Ontario (Regional) coverage: Film/Video and Recordings; Marine Equipment; Plastics/Chemicals.

Anya Yablonska

Commercial Assistant

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Prior to joining the U.S. Commercial Service in the summer of 2014 Anya worked for the American Chamber of Commerce (AmCham) for over 7 years, both in Canada, and prior to that, in Ukraine. At AmCham she worked closely with strategic and institutional investors, supported high profile events and trade missions. Anya graduated from the University of Ottawa with Master's Degree in Communication, with the focus on crisis and government communication. Anya's portfolio at the Commercial Service includes automotive sector, Ontario aerospace and Ontario Provincial Government procurement.

Bojan Opsenica

Investment Assistant

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SelectUSA, Canada representative. Responsible for assisting Canadian companies with all matters related to investment and operational expansion in the U.S., including: Counselling, ombudsman service, events, and contact with U.S. Federal agency, State and Regional representatives.

Marlitt Jurgens

Commercial Assistant

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Marlitt has over 12 years of international work experience and a solid education from leading business schools in Canada and Peru. Prior to joining the USCS in 2015, she spent most of her career with the US government, working for the Foreign Agricultural Service in Lima-Peru as a Marketing Assistant, and as a Visa Assistant at the U.S. Consulate General in Toronto. Marlitt is an MBA candidate from the Schulich School of Business - York University, with a focus on Marketing and Strategic Management. She also holds a Bachelor's degree in International Business and has graduate studies in Information Technology applied to Marketing. During her career with the USG, Marlitt has gained experience in promoting US products in foreign markets, particularly in the Agriculture, Food & Beverage, CPG and Retail industries. She is fluent in Spanish and speaks a bit of French. She practices Ashtanga yoga, works on a fashion blog with her sister, enjoys photography, interior design and cooking Peruvian food.